

Motivating Safer Work Practices Through Stories



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This meeting is being recorded

TELL ME A STORY: USING STORIES TO IMPROVE SAFETY TRAINING

Elaine T. Cullen, Ph.D.

What We Will Cover...

- Who we are trying to reach
- Why stories work
- How stories are used to change behavior
- Different kinds of stories
- Where to find stories
- What to do with stories

Why Stories?

Title 7
AGRICULTURE AND ANIMALS
Part XXIII. Pesticide

**Chapter I. Advisory Commission on
Pesticides**

Subchapter A. Authority

§101. Authority

A. Under the authority of the Louisiana Pesticide Law, R.S. 3:3201, et seq., and in accordance with the provisions in R.S. 49:950, et seq., the commissioner of agriculture adopts the following regulations.

AUTHORITY NOTE: Promulgated in accordance with R.S. 3:3203.

HISTORICAL NOTE: Promulgated by the Department of Agriculture, Advisory Commission on Pesticides, LR 9-169 (April 1983).

Subchapter B. Definitions

§103. Definitions

Bulk Storage of Pesticides the storage of any pesticide which is held in an individual container in undivided quantities of greater than 55 U.S. gallons liquid measure or 100 pounds net dry weight.

Director the director of the pesticide commission or his duly authorized representatives acting at his direction.

Director Office any office of the department other than the Baton Rouge main office.

Herbicide any substance or mixture of substances intended for use in preventing or inhibiting the growth of, killing, or destroying plants and plant parts defined to be pests by the commissioner. The term "herbicide" shall for the purposes of these regulations include a substance or mixture of substances intended for use as a plant growth regulator, defoliant, or desiccant.

Inorganic Arsenical any herbicide containing a compound formed by a reaction between arsenic and any substance which does not contain a carbon-hydrogen (organic) group (radical). Examples are arsenic trioxide, sodium arsenate, and arsenic acid.

Insecticide any substance or mixture of substances intended for preventing or inhibiting the establishment, reproduction, development, or growth of, destroying, or repelling any member of the class insects or other allied classes in the phylum arthropoda that is defined as a pest by the commission.

Phenoxy Herbicides any herbicide as defined above that contains a phenoxy derivative of lower aliphatic acid as an ingredient thereof.

Public Utility a business or service which is engaged in regularly supplying the public with a service which is of public consequence and need, such as electricity, gas, water, transportation, or telephone or telegraph service.

Resident any person who has been domiciled in Louisiana for a period of at least 90 days immediately preceding the date of application for the license and/or certification and has not claimed residence elsewhere for any purpose.

AUTHORITY NOTE: Promulgated in accordance with R.S. 3:3202 and 3:3203.

HISTORICAL NOTE: Promulgated by the Department of Agriculture, Advisory Commission on Pesticides, LR 9-169 (April 1983), amended by the Department of Agriculture and Forestry, Advisory Commission on Pesticides, LR 15-76 (February 1989).

**Subchapter C. Operation of the
Commission**

§105. Filings with the Commission

A. All notices, petitions, documents, or other correspondence to the commission or the commissioner shall be addressed and mailed to: Department of Agriculture and Forestry, Office of Agricultural and Environmental Sciences, Advisory Commission on Pesticides, Baton Rouge, Louisiana 70806.

AUTHORITY NOTE: Promulgated in accordance with R.S. 3:3203.

HISTORICAL NOTE: Promulgated by the Department of Agriculture, Advisory Commission on Pesticides, LR 9-169 (April 1983).

§107. Chairman; Presiding Officer

A. The chairman shall serve a term of one year or until a successor is elected. In the absence of the chairman, the vice-chairman shall preside. In the absence of both the chairman and the vice-chairman, the chairman's duly appointed representative shall preside.

AUTHORITY NOTE: Promulgated in accordance with R.S. 3:3203 and R.S. 3:3212.

HISTORICAL NOTE: Promulgated by the Department of Agriculture, Advisory Commission on Pesticides, LR 9-169 (April 1983).

§109. Expulsion

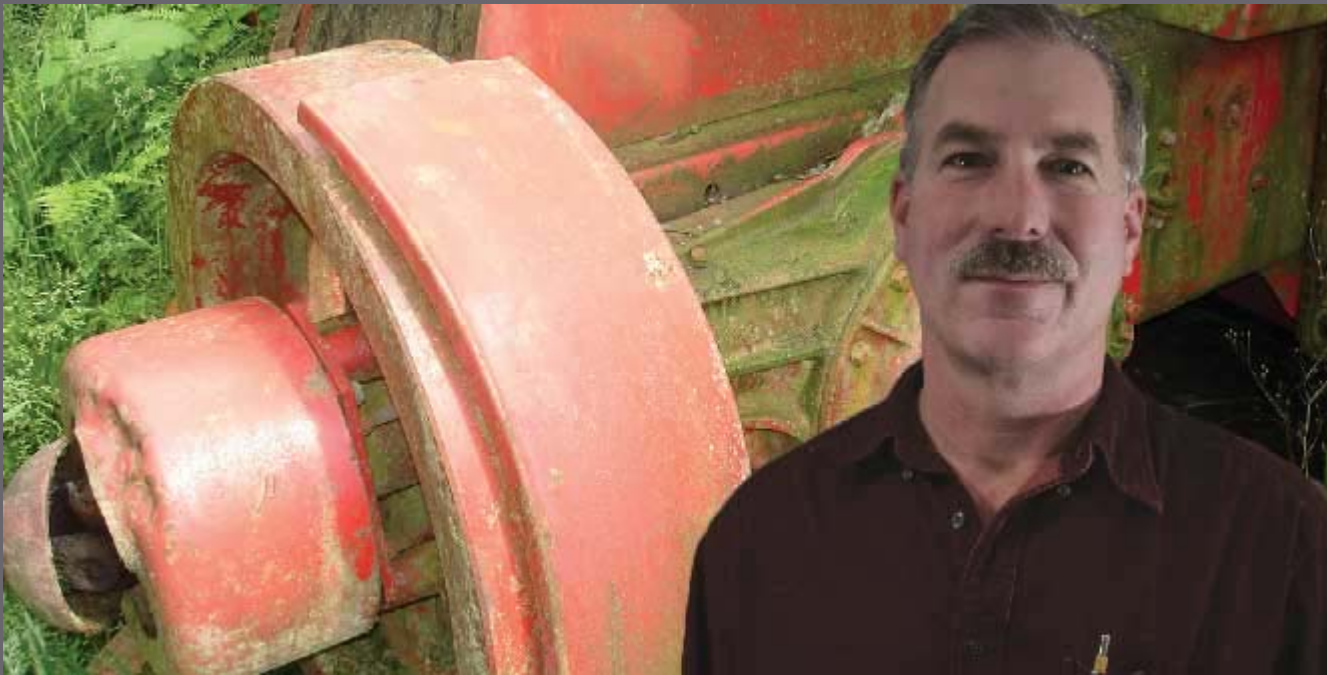
A. Each member being considered for expulsion and his sponsoring group, if any, shall be notified of the upcoming action at least 15 days before the commission meeting at which the action is to be considered. This notice shall be by certified mail. The commission may excuse an absence of a member.

AUTHORITY NOTE: Promulgated in accordance with R.S. 3:3203 and R.S. 3:3211.



Stories make the important
interesting.

Wylie, 1998



Courtesy PNASH



Some Observations (About farm families...)

- Very hard working
- Don't expect to retire
- Self-image tied to farming
- Farming is a family business
- Respect others who do what they do
- Conservative, loyal, patriotic, independent
- Deep distrust of the government



Some More Observations (About my Yakima Valley Community)

- Hispanic people are becoming a majority
- Very hard working
- Very family oriented
- Communal Culture
- Respect for authority
- Strongly religious



How Can We Keep Them All Safe?





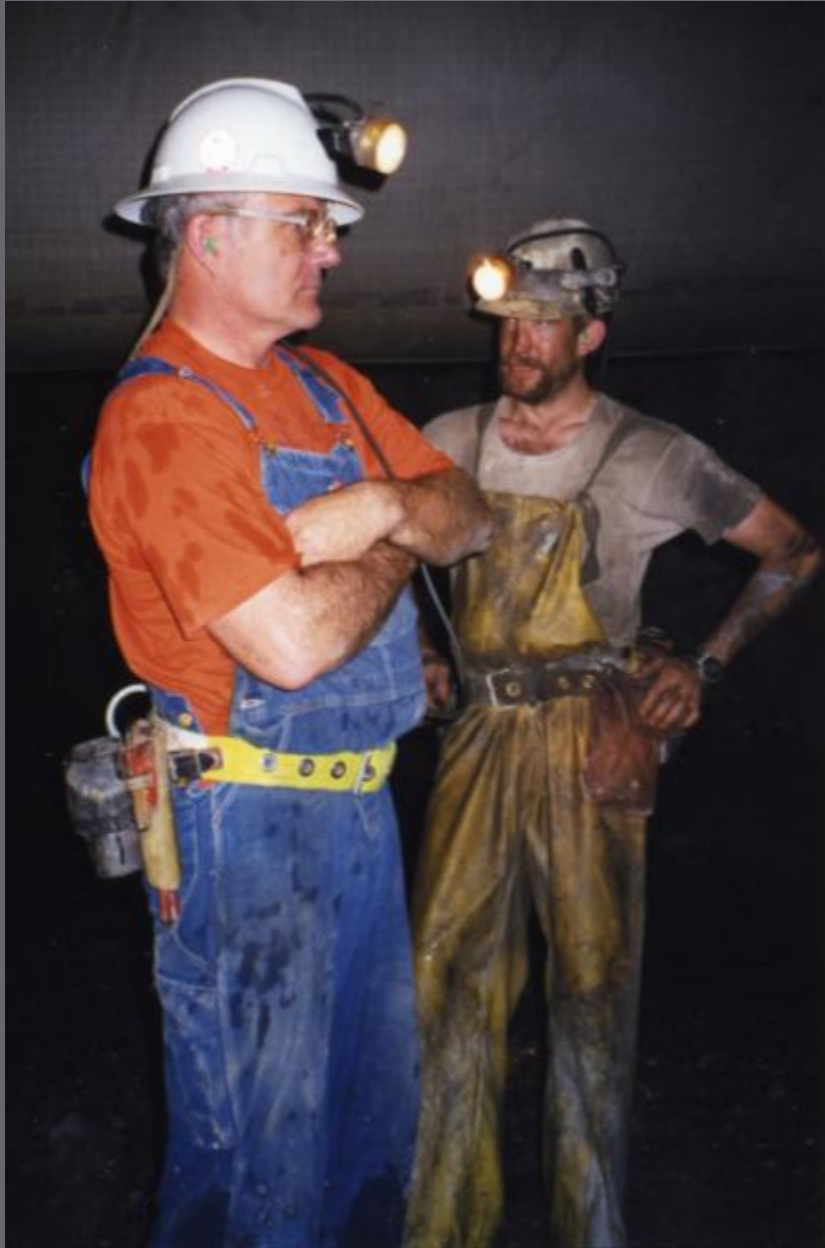
**We are
natural story
tellers and
story
listeners**

- Stories entertain





- Stories entertain
- Stories are culturally based



- Stories entertain
- Stories are culturally based
- Stories are non-threatening



- Stories entertain
- Stories are culturally based
- Stories are non-threatening
- Stories are safe



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- Stories organize information

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 - Stories instruct



- Stories entertain
- Stories are culturally based
- Stories are non-threatening
- Stories are safe
- Stories organize information
- Stories instruct
- Stories break down barriers



Stories have substantial potential to influence behavior. It is difficult to consider another communication genre that can **communicate beliefs, model behavior, teach skills, provide behavioral cues, and simulate consequences of behaviors** over time in as compelling a fashion.

Slater, 2000

Stories use your whole brain to take in information. Stories allow a person to **feel and see the information as well as factually understand it . . .** it sticks with you longer with very little effort on your part.

Neuhauser, 1993

The Brain...

□ The Conscious Brain

- Data driven
- Sequential
- Prefers logical order
- Likes rules
- Aware of “now”
- Can only process 1-3 things at a time
- Averages 2000 bits of information per second

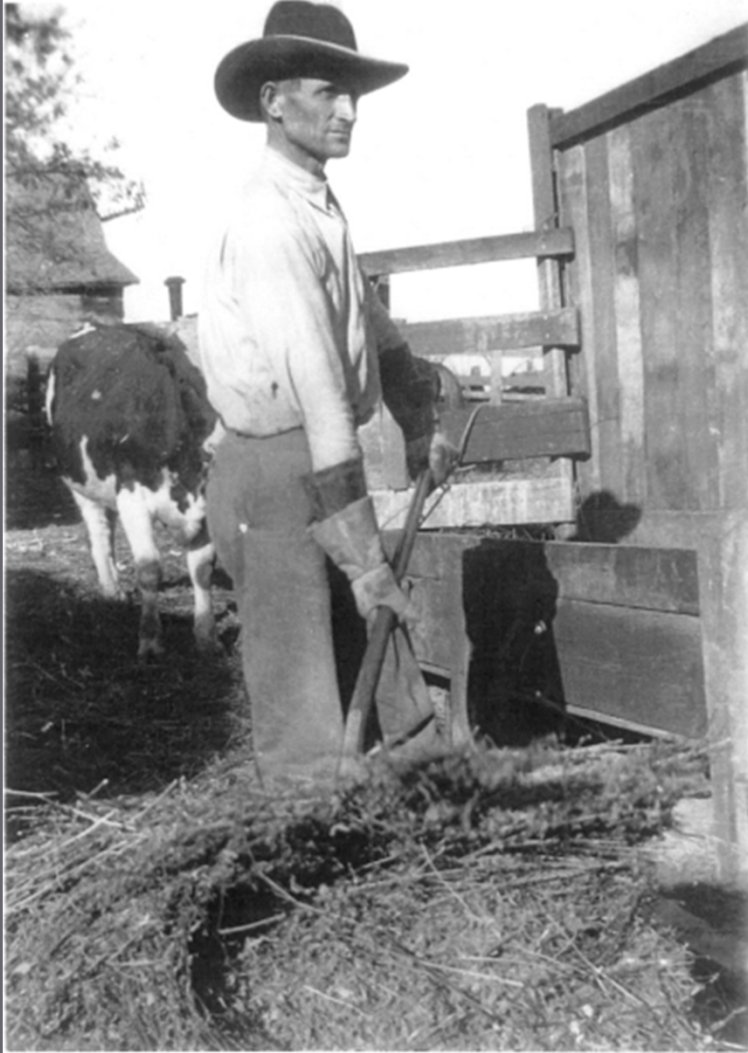
□ The Unconscious Brain

- Experience driven
- Intuitive
- Uses feelings, thoughts and ideas for decisions
- Is timeless
- Great at multi-tasking
- Averages 10,000,000 bits of information per second

Stories add “experiences” to the unconscious brain without the need to actually experience the event. They can then become part of the decision-making process.

Work Stories

- Hero Stories

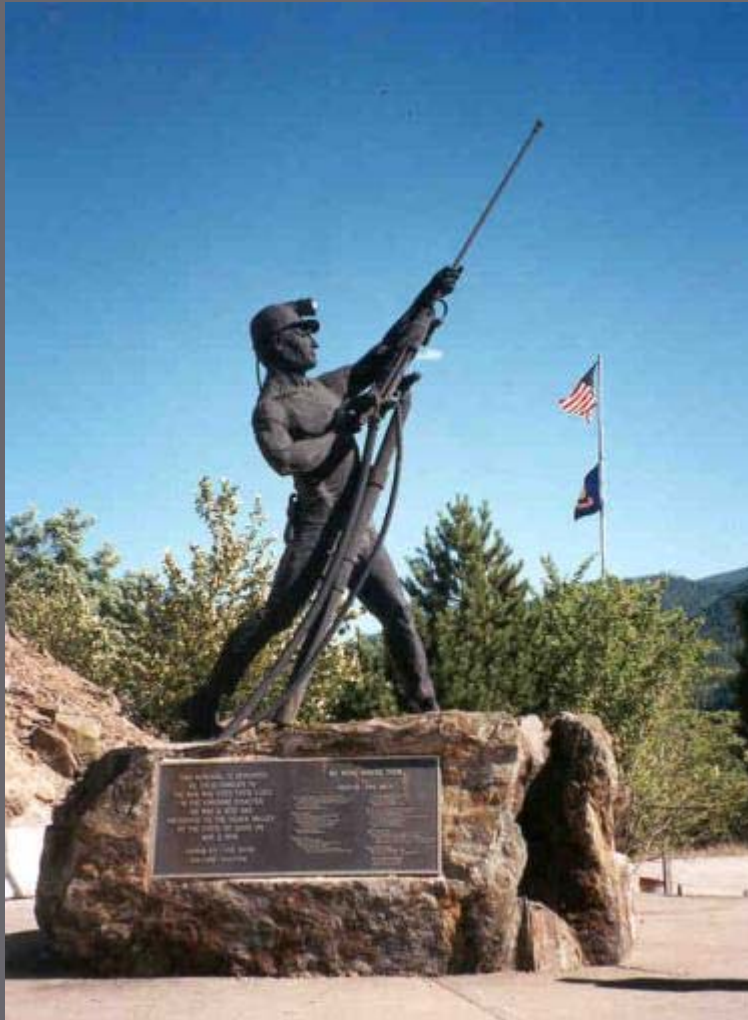


Work Stories

- Hero Stories
- Villain Stories



Work Stories



- Hero Stories
- Villain Stories
- Disaster Stories

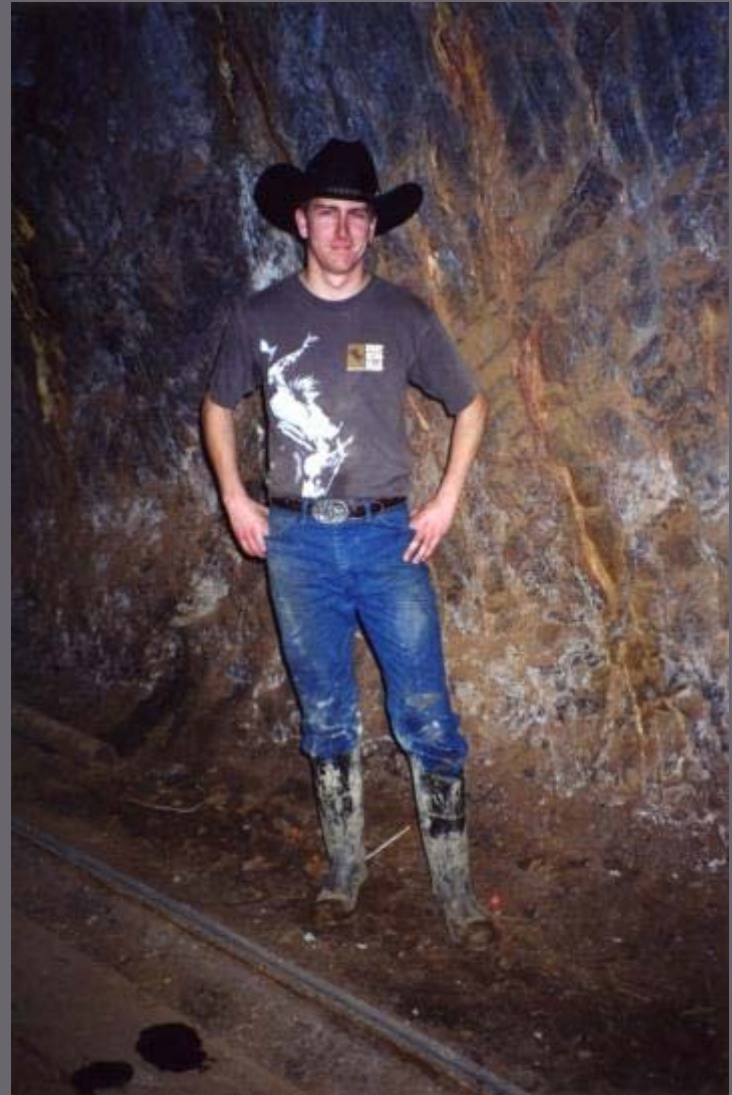
- What happened?
- What went wrong?
- What did we learn?
- What has changed?



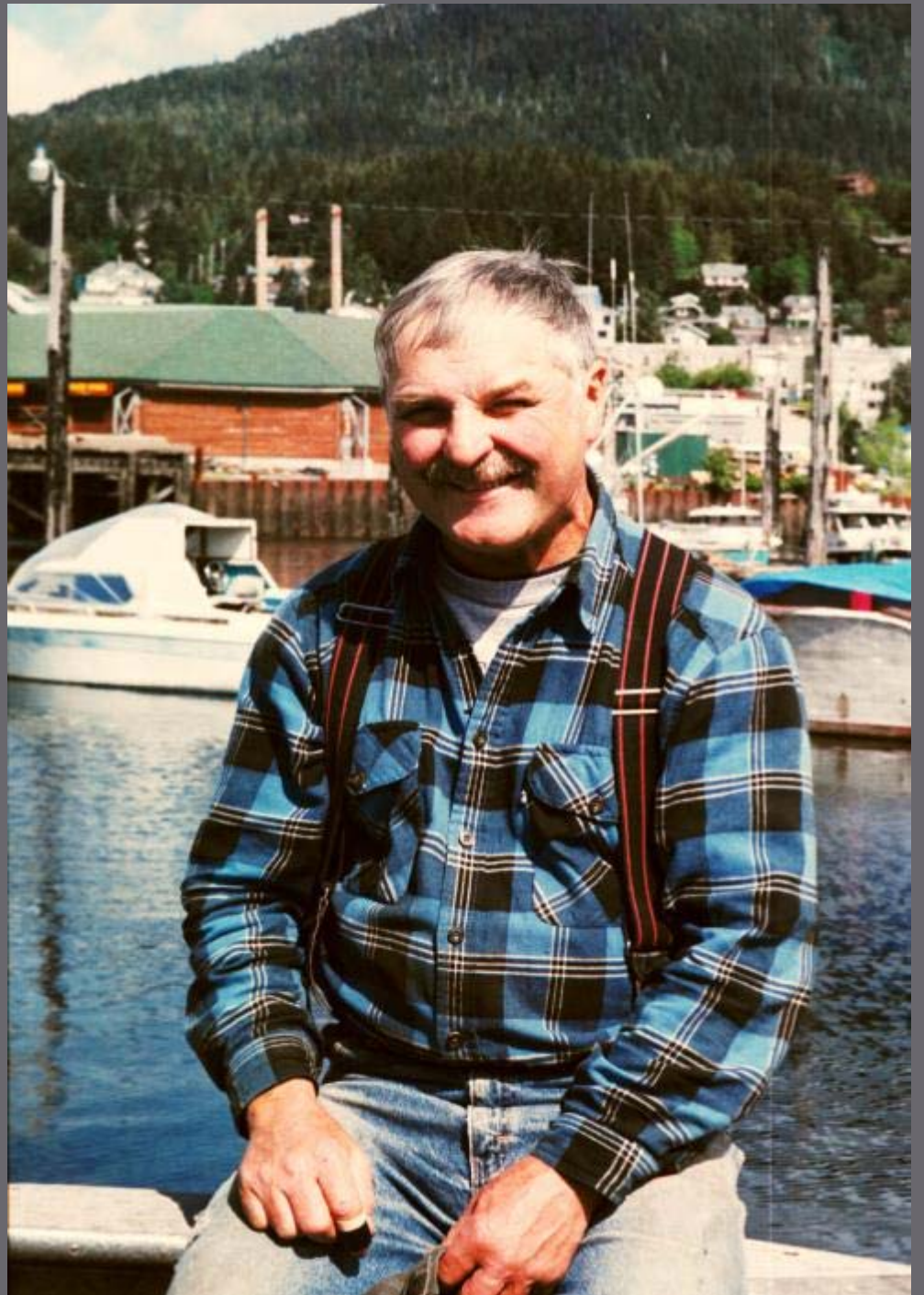
Bill Mitchell

Training Stories

- Hero Stories
- Villain Stories
- Disaster Stories
- Fool Stories



Randy Dobrydnia



Randy Dobrydnia

Through stories we reflect on our experiences. Experiences mean nothing if we don't learn anything from them.

Gargiulo, 2002

Diana's Story



You don't have to be an expert to
use stories to motivate people, but
you must be credible.



Durrance, 1997

Stories don't have to be true to
work!



FINDING AND USING TEACHING STORIES

Starting Out..

Focus! (or you will get hopelessly stuck!)





Who Is The Audience?



Considering Your Audience

- What are their values?
- What do they really know?
- What do they think they know?
- What do they need to know?
- Who will they listen to?



Training Stories May Respond To:

- Regulatory requirements
- Safety and Health issues
- Demographics
- Future workforce needs



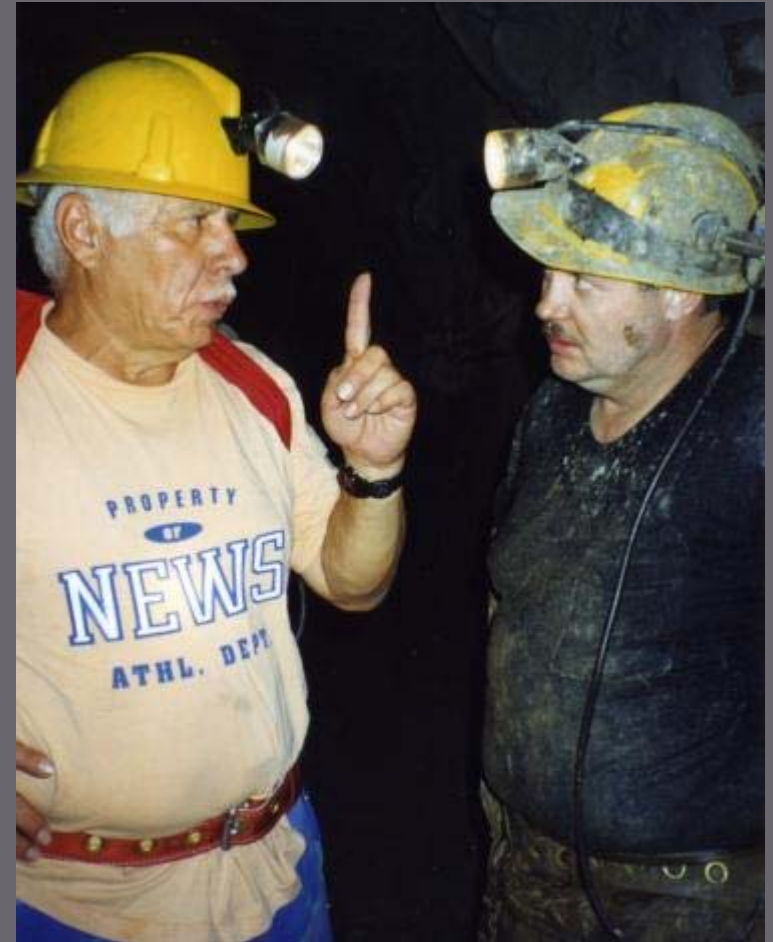
Finding Stories

- Go to the storytellers
- The most important tool available
...LISTEN!
- Always respect the storyteller...if he/she is unwilling to talk, you walk!
- Be ready for the unexpected



A Word of Caution!

- Stories are very personal...
- You can not expect people to share their stories if you punish them for doing so.
- No-one will share their stories if you are not trust-worthy.



Using Stories

- Your goal is to get people to change their behavior even when you are not around.
- Use stories to illustrate your points.
- Allow credible story tellers to explain **why** your information is important and **what** listeners should do about it.
- Remember...stories aren't your only tool...they are just one of the most powerful ones.

**They may forget what you
said, but they will never
forget how you made them
feel.**

Buechner



Tell me a Story

WHY STORIES ARE ESSENTIAL TO
EFFECTIVE SAFETY TRAINING

REPORT OF INVESTIGATIONS 9664

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Questions?

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DISCLAIMER

The findings and conclusions in this presentation have not been formally disseminated by the National Institute for Occupational Safety and Health and should not be construed to represent any agency determination or policy.

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Lunch Break

11:45 AM – 1:15 PM, ET



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